JUSTDIGGIT

IMPACT REPORT

HIGHLIGHTS 2024

HERE IT IS, OUR 2024 IMPACT HIGHLIGHTS REPORT!

The planet got a little greener in 2024! In this overview, we've brought together the most important numbers from our land restoration projects to show just how much impact was made. Let's dig into it!

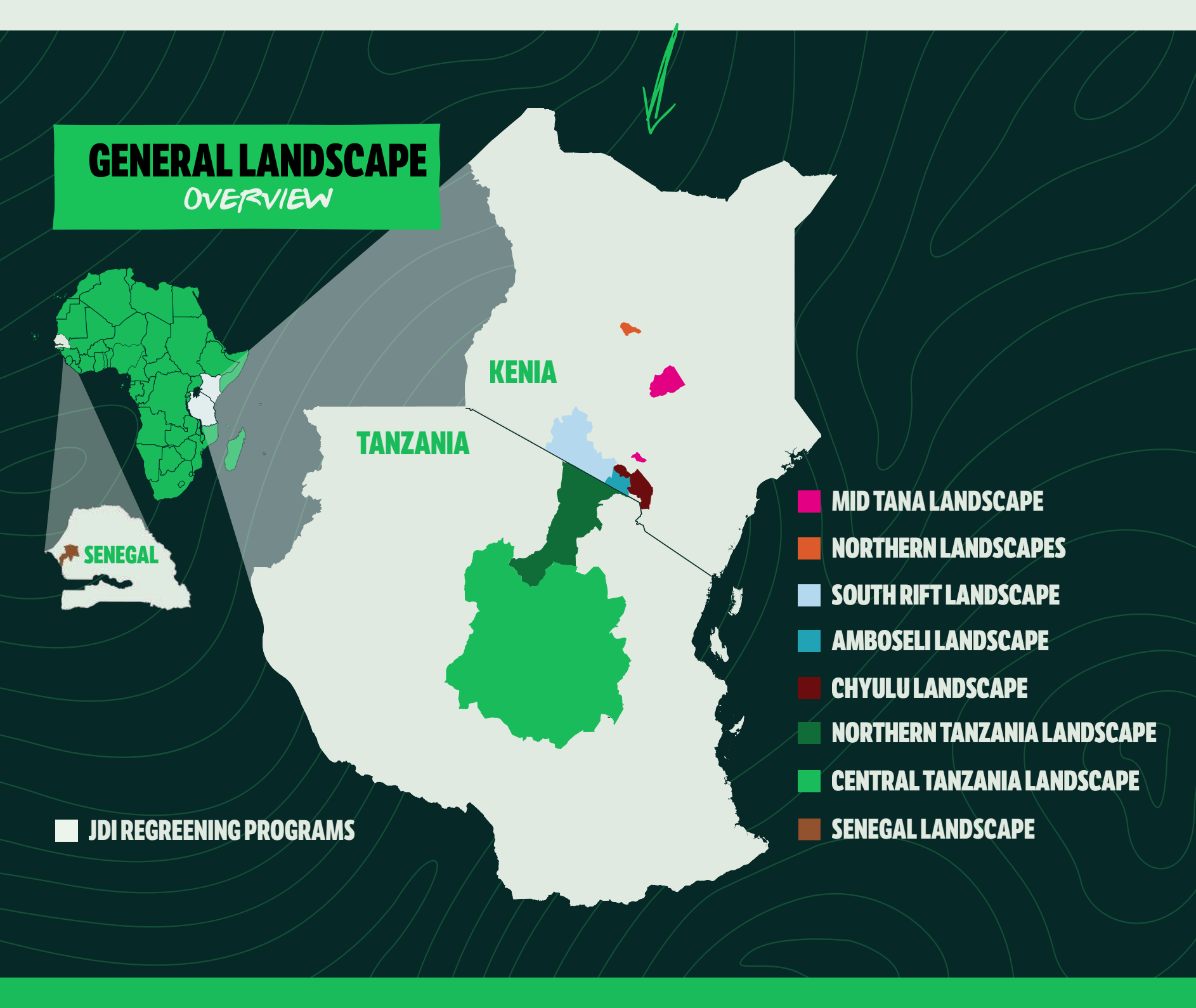
OUR MISSION

If we can warm up the planet, we can also cool it down. But we have to take action now. We play our part by regreening dry and degraded landscapes in Sub-Saharan Africa together with farmers, pastoralists and local partners. Our ultimate goal is to inspire millions to take action to regreen degraded landscapes in Africa!

WHAT WE DO & OUR PROJECT AREAS

In 2024, together with our incredible regreening partners, we made a difference in three countries: Kenya, Tanzania and Senegal. In Kenya, we were active in five landscapes: Chyulu, South Rift, Amboseli, Mid Tana and the Northern Landscapes. In Tanzania, we kept the momentum going in both the Northern and Central landscapes, continuing to scale up our efforts. In Senegal, we celebrated a major milestone as the first 100,000 trees were brought back—a powerful start to our regreening journey in western Africa!

As you can see on this map, we use different interventions depending on the area and terrain:



Bunds: 🟧 🟦 🟦 🟥 🟩 🟩 🟪
Probably our most well-known regreening technique! Bunds are semi-circular, shallow holes dug in the ground that capture rainwater and prevent erosion. They promote infiltration, allowing seeds to grow into vegetation and giving the soil a chance to restore.

Water harvesting trenches: 🟦 🟩 🟩
Also called *fanya juu/chini* in Swahili. Water harvesting trenches retain rainwater, reduce erosion, and are especially useful on sloped farmlands, where regenerated trees may need to reduce surface runoff even more. Trenches are used on both farmland and rangeland

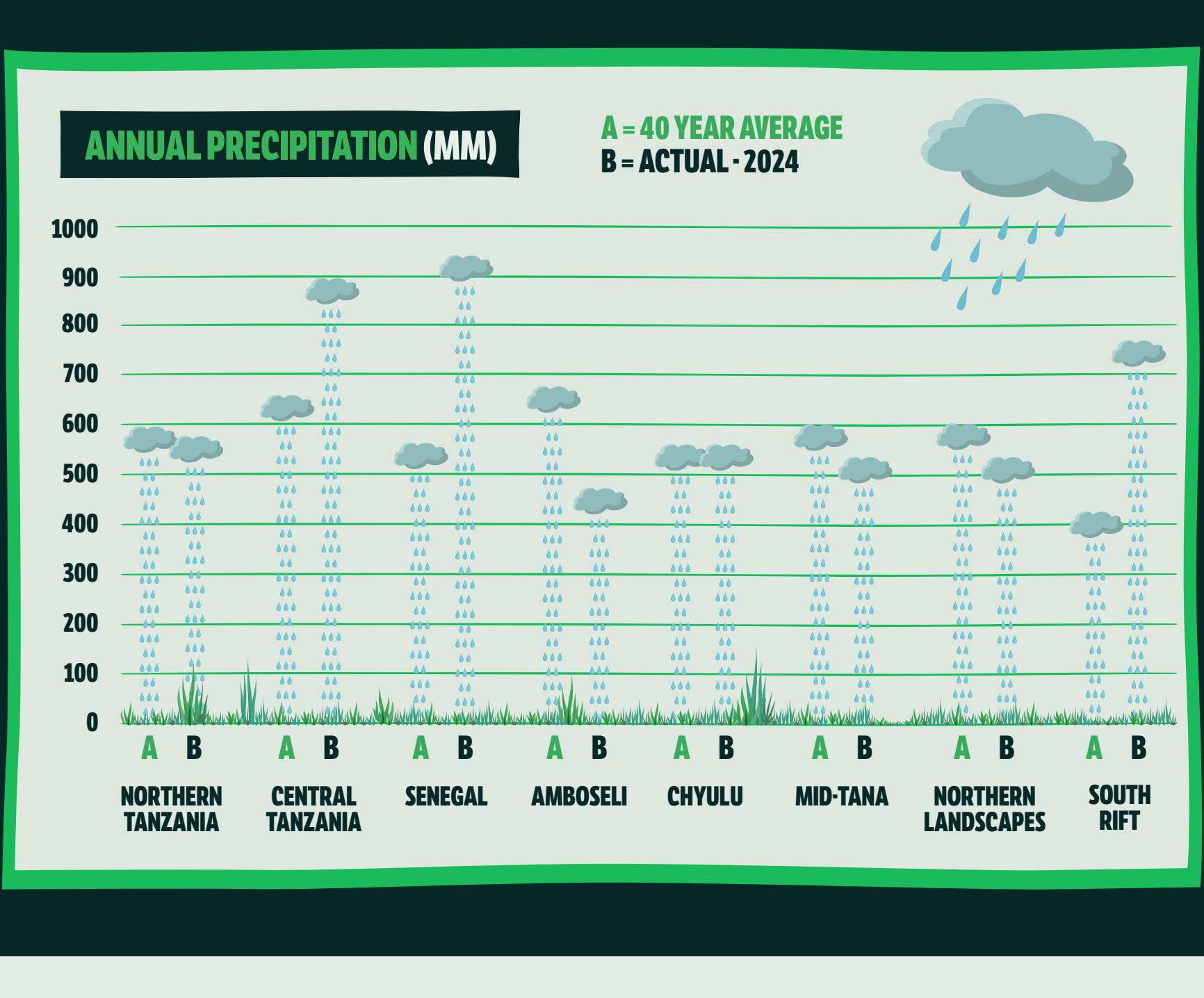
Treecovery: 🟩 🟩 🟫 🟦
Also known as Farmer Managed Natural Regeneration (FMNR), Kisiki Hai or Karkaral. This is an effective method to regenerate trees. It involves the selection, pruning and protection of stumps of cut-down (but alive!) trees. Besides these existing trees, Treecovery also uses naturally sprouting seeds to grow new trees.

Grazing management: 🟧 🟦 🟦 🟥 🟩 🟪
Restoration of degraded areas through controlled or restricted grazing, by promoting and improving grazing rules and bylaws. So-called grazing reserves only allow grazing during certain parts of the year, while our physical intervention areas (such as bund plots) are fully restricted for grazing to allow these areas to be restored.

Grass seed banks: 🟧 🟦 🟦 🟥 🟩 🟪
Small parts of communal land are used for the production of grasses and grass seeds. These areas are managed by community-based women's groups (mainly Maasai), who sell the grass seeds on local markets or to regreening projects such as our bund plots for additional income.

2024: A YEAR OF STEADY RAINFALL

After the above-average rainfall experienced across many of our landscapes in 2023, the year 2024 brought levels that were generally in line with seasonal expectations. While the Amboseli region encountered below-average rainfall, areas such as Central Tanzania, Senegal, and Kenya's South Rift were blessed with strong, consistent rains, leading to impressive harvests from our grass seed banks and vibrant vegetation growth across our bund sites. However, the impacts of climate change are becoming harder to ignore. Though total rainfall remains in line with long-term averages, we're now seeing increasingly irregular and intense weather patterns. This growing unpredictability poses new challenges for our work. For example, the successful implementation of bunds relies on precise timing, but aligning them with the rains has become trickier in this shifting climate.



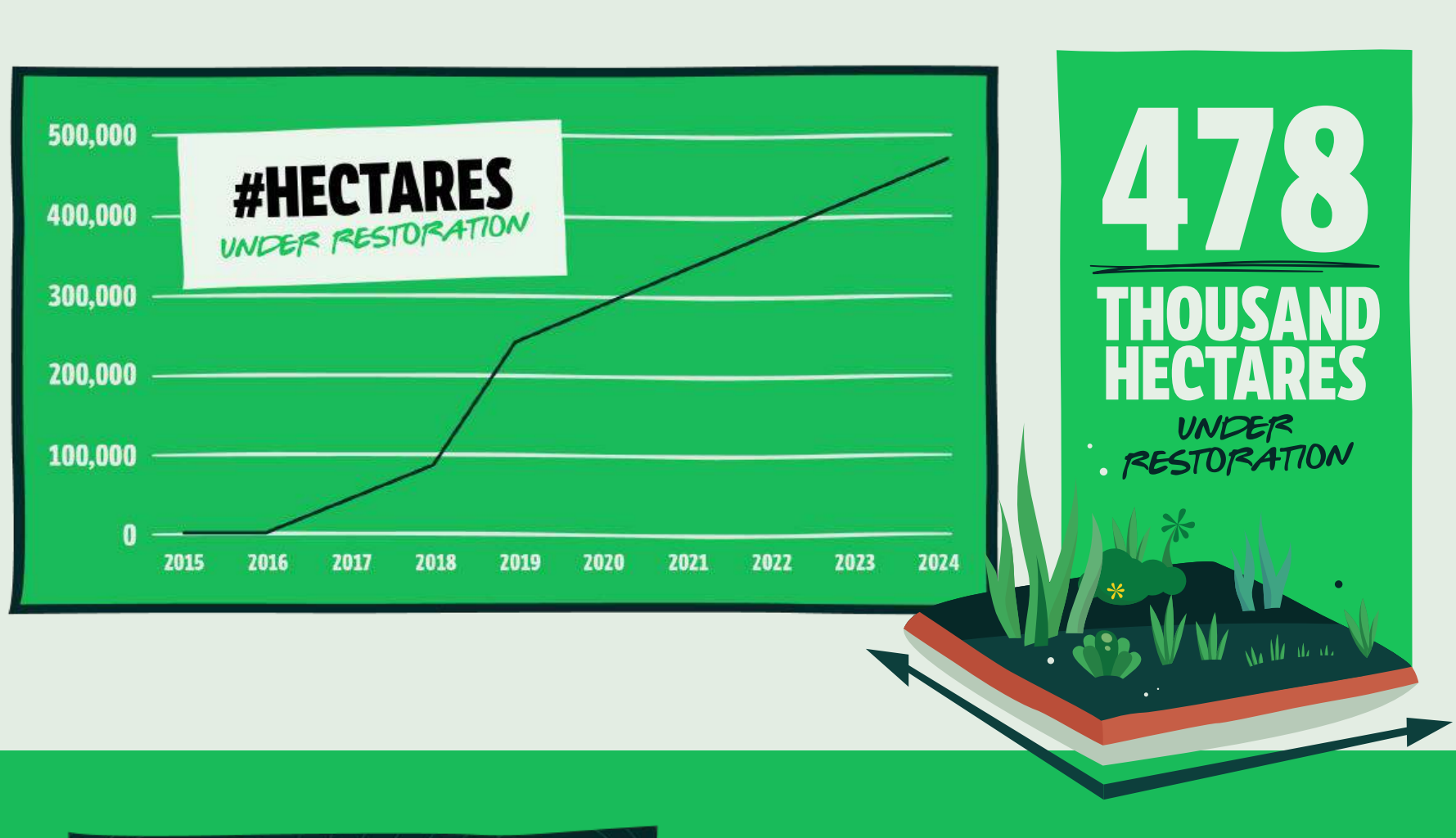
PART I: LET'S DIG INTO OUR IMPACT...

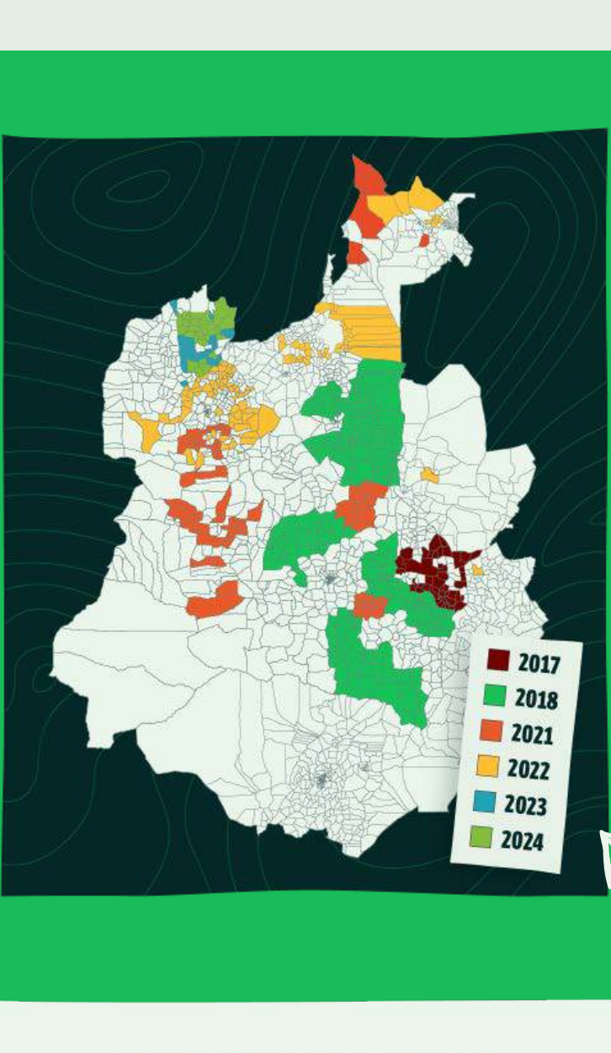
REGREENING PROGRAMMES

APPROACHING 480,000 HECTARE UNDER RESTORATION

In 2024, the total area under restoration grew by 10%, reaching nearly 478,000 hectares. That's enough land to cover every inch of New York City... five times over, with space to spare!

This total includes all rangelands and farmlands where active regreening is underway. It's calculated using the average farm size of farmers practicing Treecovery, combined with the total area restored through water harvesting trenches, bunds, grass seed banks, and grazing reserves.





636 VILLAGES INVOLVED IN OUR TREECOVERY PROJECTS

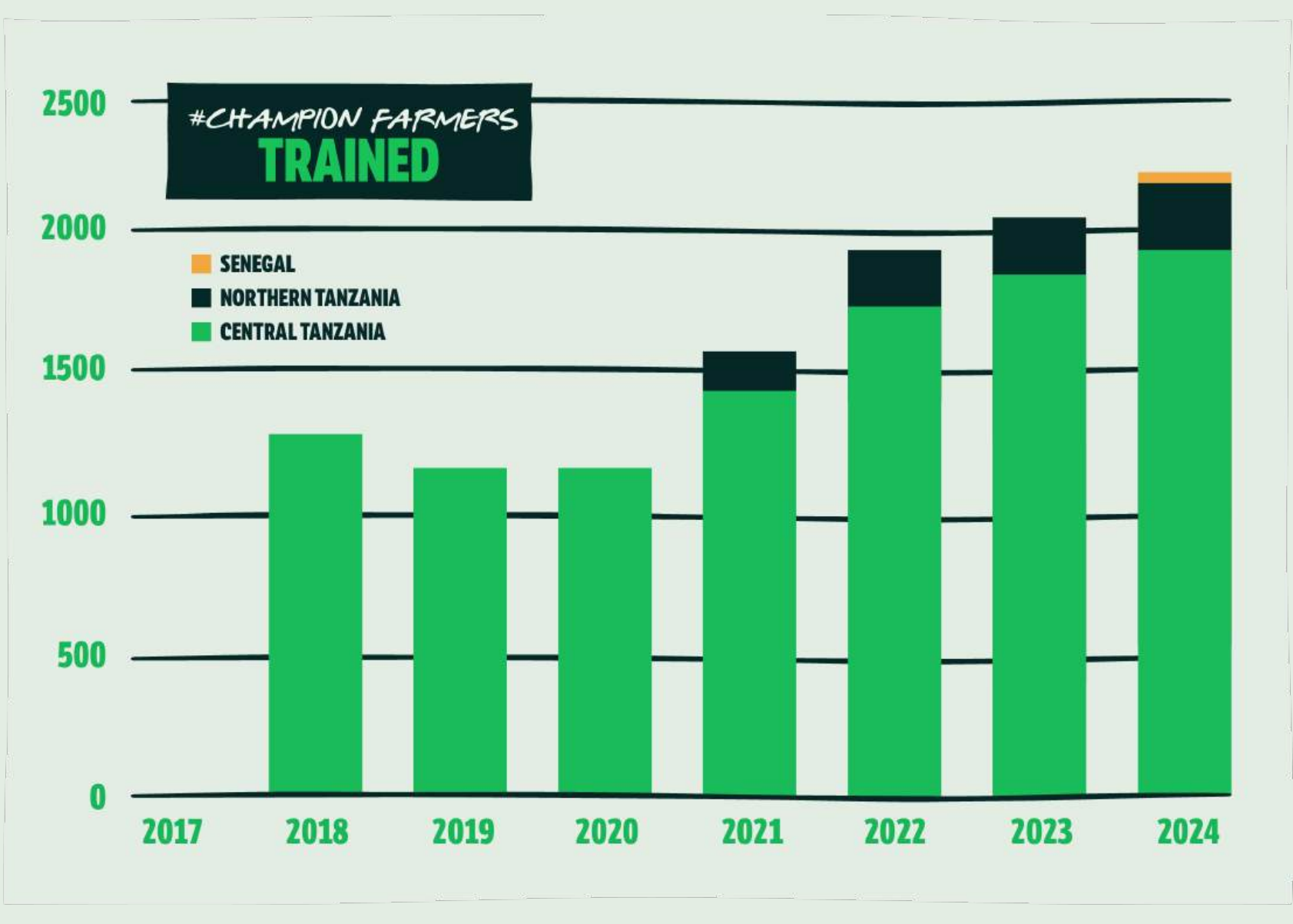
In 2024, we added 60 new villages to our Treecovery projects—30 in Tanzania and 30 in Senegal. That's a 10% increase, more than double the growth we saw in 2023, bringing the total to 636 active villages! With exciting innovations such as our digital regreening platform and plans to expand to scale up to 1,000 villages by 2030, the future is looking brighter than ever. We can't wait to see more growth over the next few years!

PROJECT VILLAGES
IN TANZANIA

150 NEW CHAMPION FARMERS TRAINED

In every new village where we work, we train on average four well-respected and highly skilled farmers to become champion farmers. We always try to maintain a 50/50 ratio between men and women. By completing the training, they become ambassadors of regreening who help inspire and train other farmers in the community to get started with Treecovery.

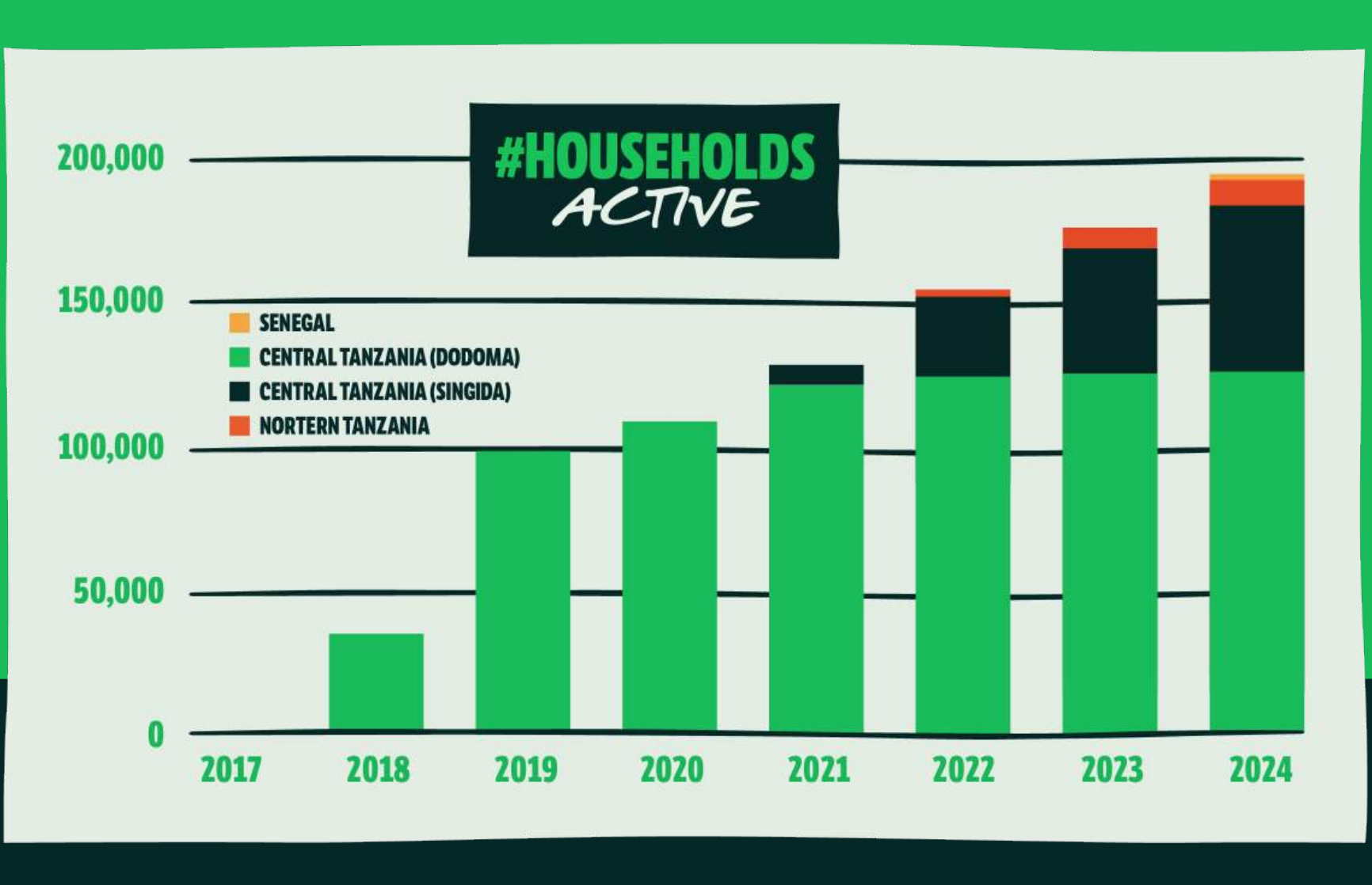
In 2024, we trained 150 new champion farmers as part of our Central Tanzania and Senegal programmes. With this, we now have trained over 2,200 champion farmers in total. This is crucial for building a grassroots regreening movement, as each champion farmer is expected to activate around 110 new farmers, sharing knowledge and inspiring communities for lasting change.



OVER 190,000 ACTIVE HOUSEHOLDS

In 2024, the number of active households practising Treecovery continued to grow. With 18,905 new farmers activated, we now have over 190,000 farmer households involved in regenerating trees on their farms.

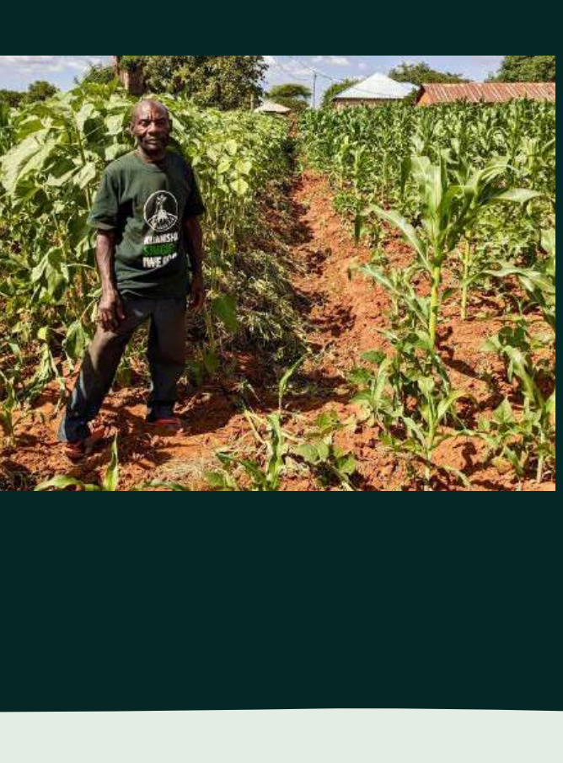
We're also proud to share that more than 1,700 households in Senegal have started practising Treecovery!



VOICES

FROM THE FIELD

> *I first received regreening training in October 2024, and I was especially drawn to the Fanya Juu/Fanya Chini technique. My farm had been struggling during the rainy seasons, with heavy erosion leading to poor harvests. Just a month after the training, I began applying the technique on my sloped land. This rainy season, I'm already seeing a big difference. The farm is performing much better than in previous years, and even though the season isn't over yet, I can already tell that the yield will be higher. The early results are very encouraging!*
>
> – A champion farmer from Lyelembo village in Mkalama, Singida, Tanzania

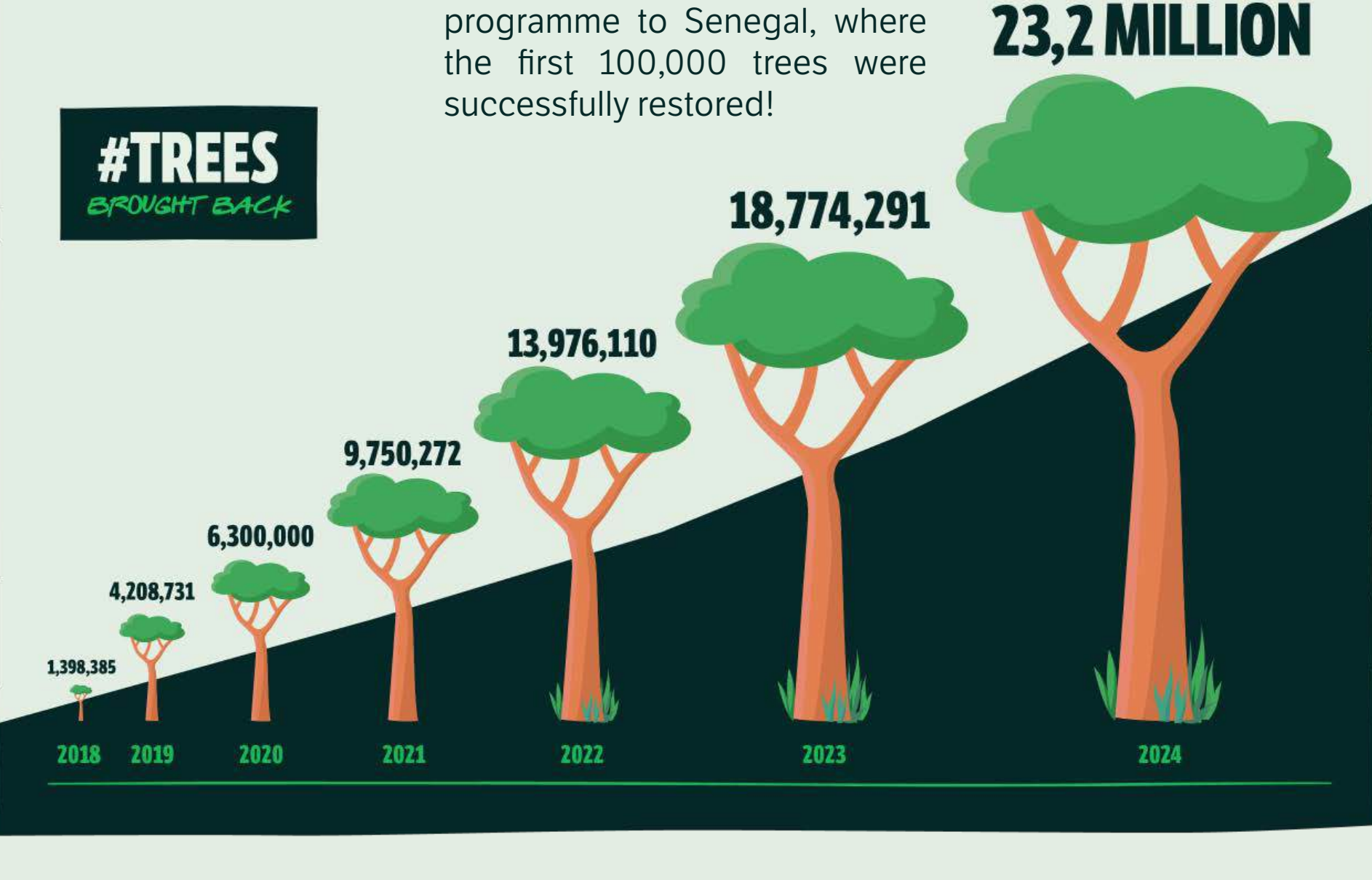


IN TOTAL WE BROUGHT BACK
23.2 MILLION TREES

OVER 23,2 MILLION TREES (SO FAR!)

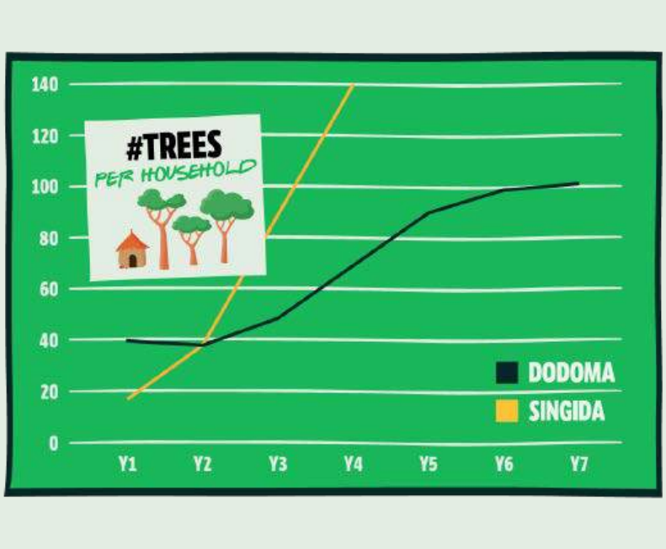
The number of trees brought back with our Treecovery programmes has grown by 24% to over 23.2 million!

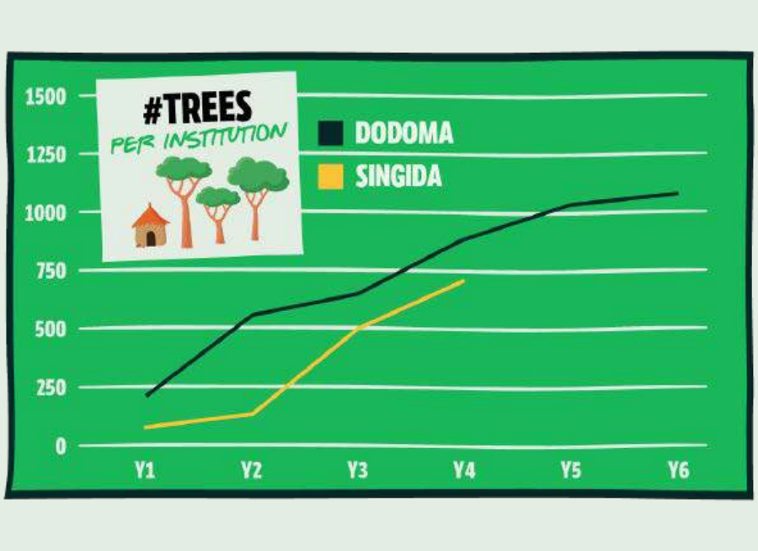
The majority of these new trees were restored in the Singida region of Central Tanzania, where the number of trees nearly doubled compared to 2023. In Dodoma, our longest-running Treecovery programme, growth has slowed since no new villages are being activated here. However, the programmes in Singida performed exceptionally well; the number of trees more than doubled. We also expanded our Treecovery programme to Senegal, where the first 100,000 trees were successfully restored!



THE NUMBER OF TREES PER HOUSEHOLD CONTINUES TO GROW...

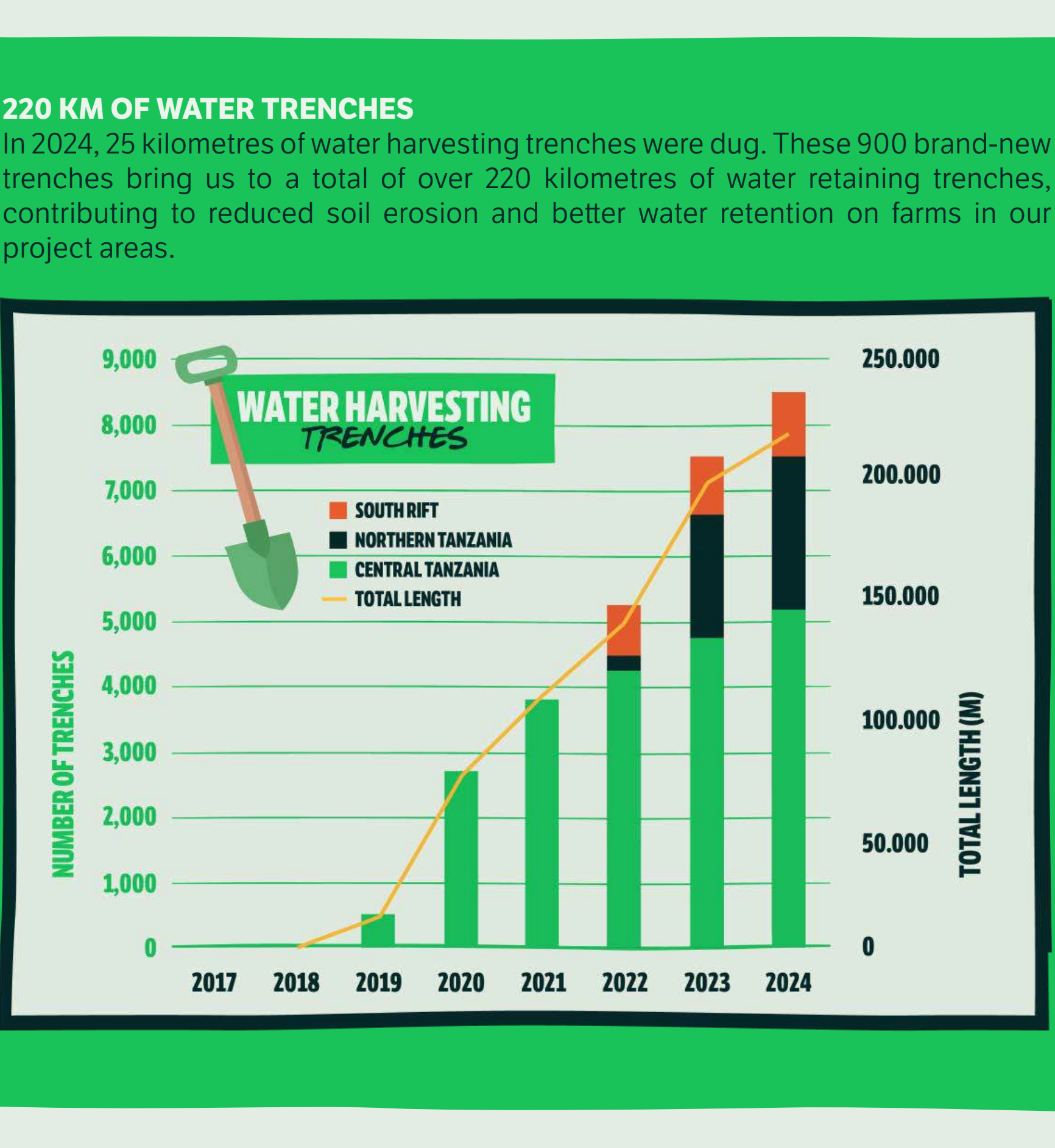
The average number of trees per farmer is another key indicator of programme success over time. An increase in this number means that farmers are continuously adding trees to their farms, a positive sign for the long-term sustainability of the programme's impact. To meaningfully compare the performance in the two regions that started in different years, we compare them by 'programme year'. While the number of trees per household seems to have stagnated in Dodoma (partly due to fewer reports in the sustainability phase), the Singida programme clusters are seeing this indicator skyrocket. This is another clear sign of the Singida programme's strong performance! For institutions, we see a similar trend in Dodoma, where the curve is flattening, while Singida continues to show steady growth.





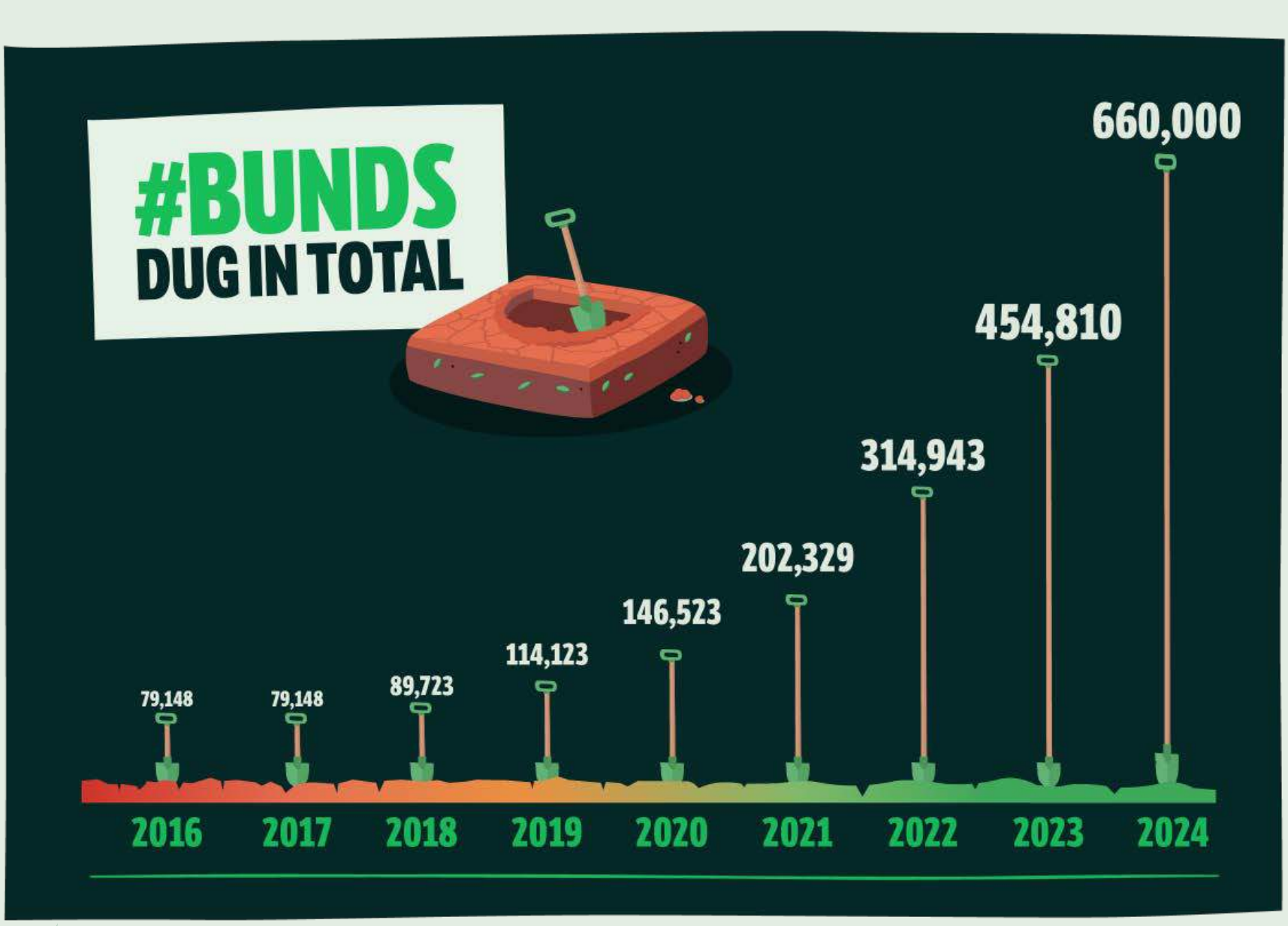
220 KM OF WATER TRENCHES

In 2024, 25 kilometres of water harvesting trenches were dug. These 900 brand-new trenches bring us to a total of over 220 kilometres of water retaining trenches, contributing to reduced soil erosion and better water retention on farms in our project areas.



OVER 200,000 NEW BUNDS IN 2024!

In 2024 alone, more than 200,000 new bunds were dug—an impressive 48% increase in just one year. This brings the total to nearly 660,000 bunds to date. Together, they span almost 7,000 hectares of land, with around 5,000 hectares located in the Chyulu landscape. These bunds are now in place, ready to catch rainwater and breathe new life into areas that were once bare or degraded.



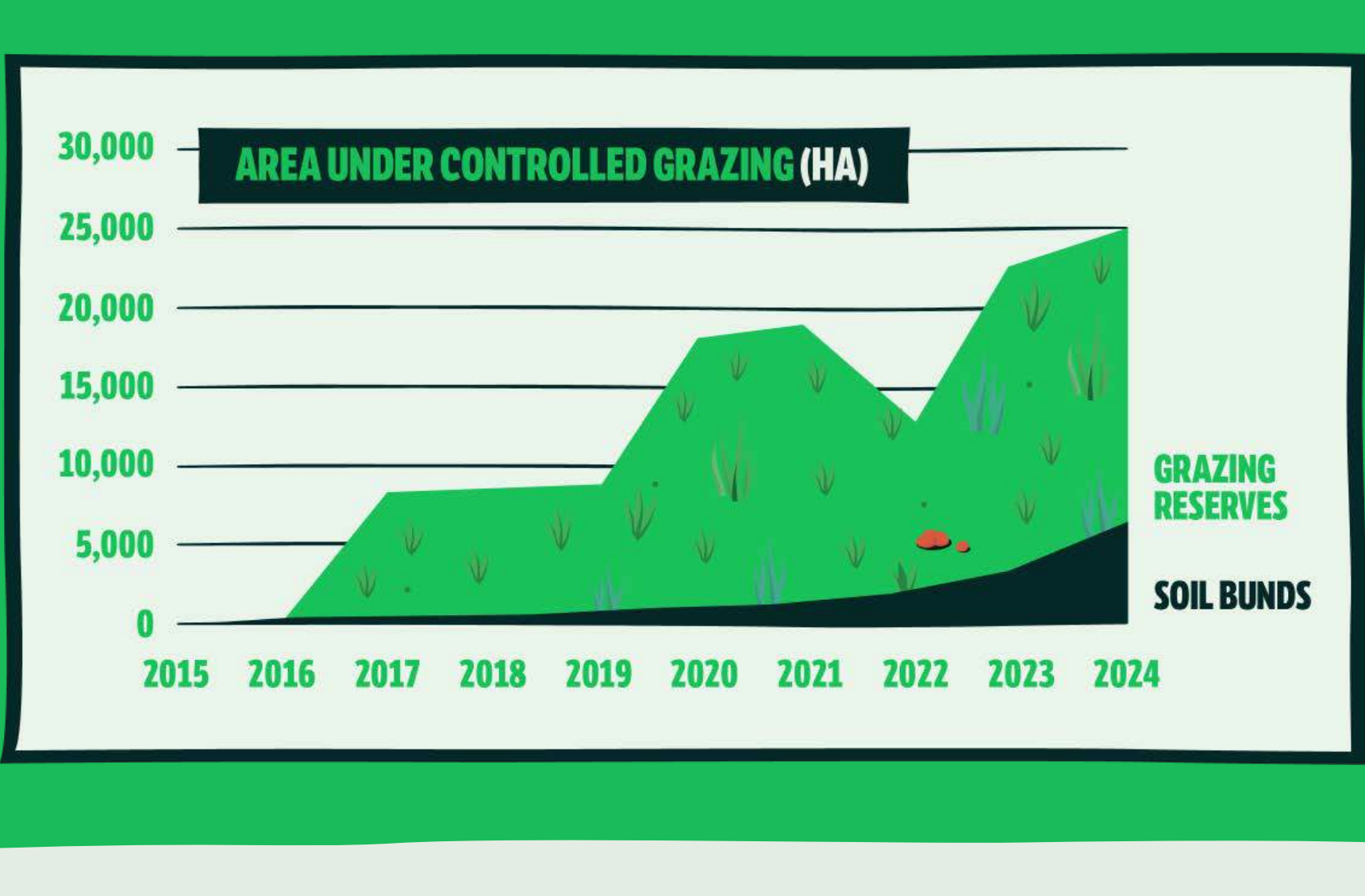
VOICES

FROM THE FIELD

> *I am very impressed with the half moon bunds technique because it works in an amazing way. It has regreened areas that were bare for many years. I am happy to see that some of the pastoralists whom I trained about this technique have already started benefiting. Through half moon bunds, the pastoralists can now get plenty of grass for livestock. They do not need to travel far distances to search for grass because they can just get from their bund sites. I hope more pastoralists will be inspired by this life-changing technique.*
>
> A champion farmer from Meserani village in Arusha, Tanzania.

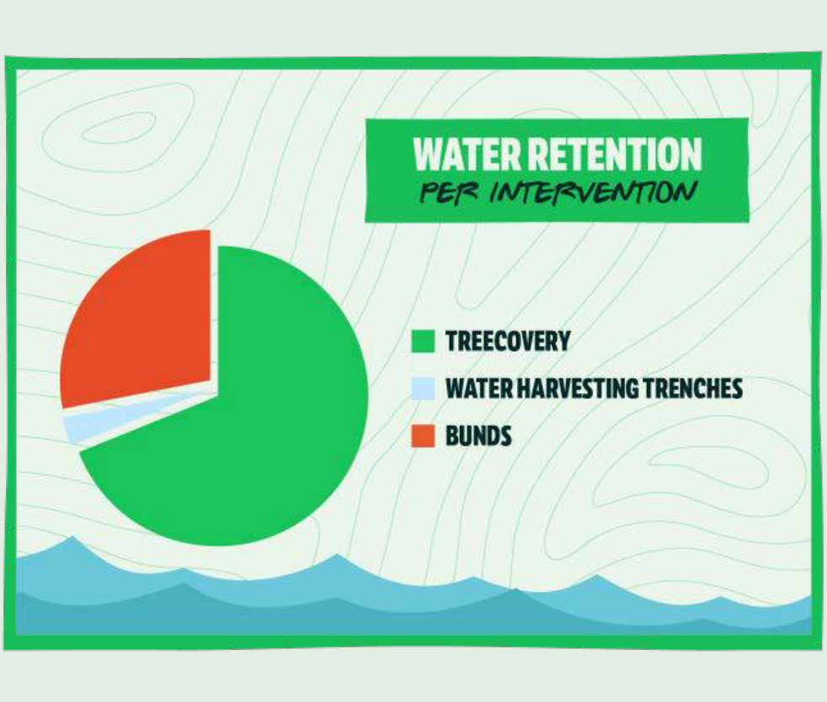
ALMOST 25,000 HA UNDER CONTROLLED GRAZING

In 2024, our partner Amboseli Ecosystem Trust (AET) identified new areas to bring under controlled grazing (grazing reserves). Together, we mapped these areas and assisted grazing committees in developing grazing management plans and enforcing the grazing rules. The area under controlled grazing increased to 17,832 hectares. Together with 6,945 hectares of land covered with bunds, which are also protected from overgrazing, the total area under controlled grazing increased to 24,777 hectares.



IMPROVED GRAZING MANAGEMENT

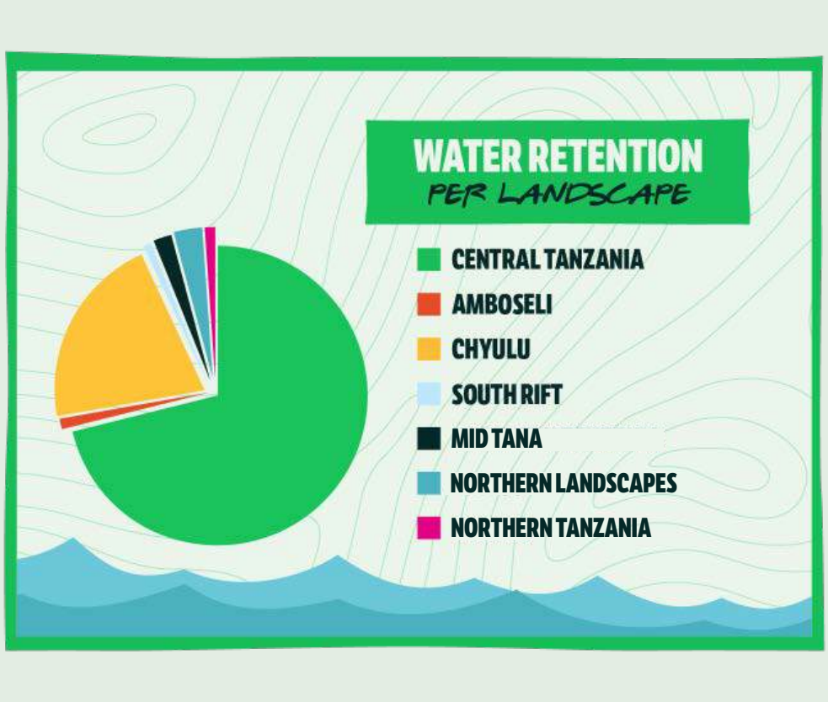
In 2024, together with our partner AET, we assessed 11 grazing committees in the Olgulului-Ololarashi Group Ranch using a tool we created together with our partner and the committees. The results showed clear progress: stronger enforcement of grazing bylaws, better record keeping, and more involvement of women and youth. Many committees also began restoration work by planting trees, digging trenches and bunds, and setting up grass seed banks to support healthier, more resilient rangelands.



8.5 BILLION LITRES OF WATER RETAINED

The total water volume captured through our interventions is estimated to be over 8,500,000,000 litres in 2024!

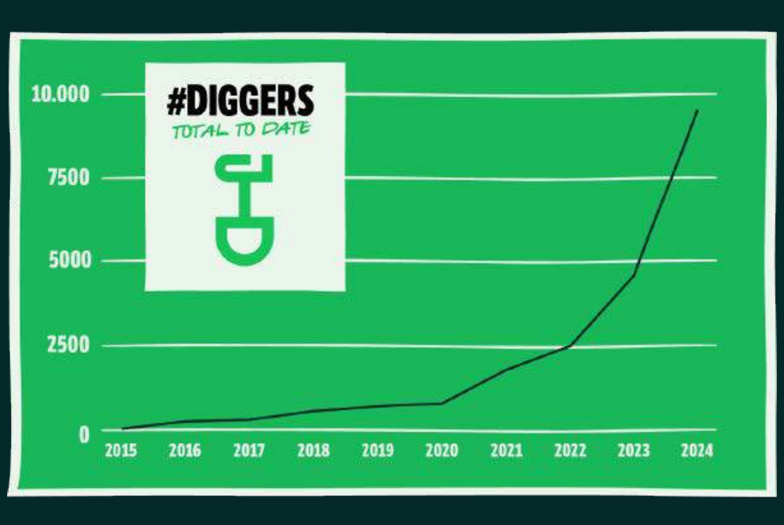
While Treecovery accounts for the largest share thanks to the vast area it covers, rainwater harvesting techniques like bunds retain much more water per hectare, making them highly effective in targeted areas.



8.5 BILLION LITRES

COMMUNITY ENGAGEMENT: ALMOST 10,000 DIGGERS ENGAGED

All of our landscape restoration projects are community-led to ensure their continued success. We involve community members in the digging activities at our bund plots to enhance community ownership and create additional household income for the participants. Usually, digging a new bund plot is done by different communities, as this further increases community ownership. To date, approximately 9,410 community members have participated in the construction of bunds.



ALMOST

10,000 INDIVIDUAL DIGGERS

HAVE BEEN INVOLVED IN THE CONSTRUCTION OF BUNDS THUS FAR!

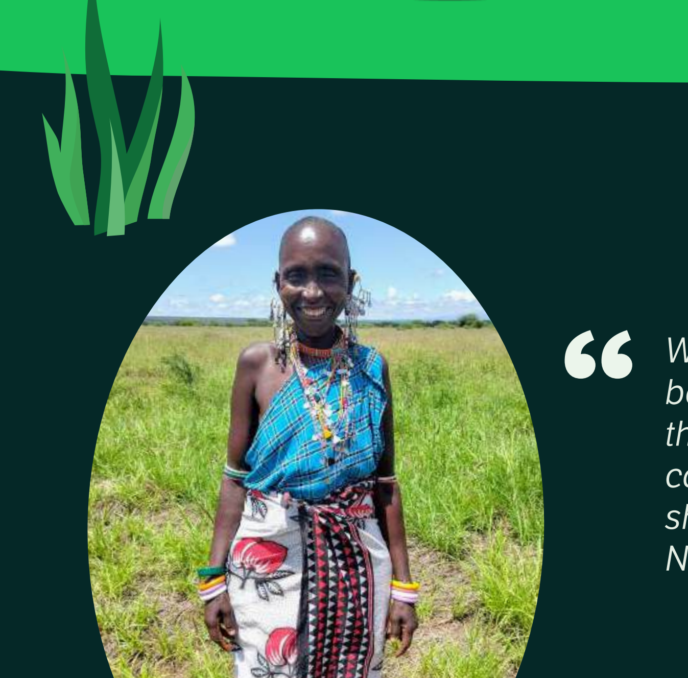
FROM 20 TO 36 GRASS SEED BANKS

With an increase of 80%, we've made huge progress with our grass seed banks this year! 16 new grass seed banks were established: 7 in Chyulu, 3 in Mid-Tana, 4 in the Northern Landscapes in Kenya, and 2 in Northern Tanzania. This brings us to a total of 36 grass seed banks, managed by local women's groups that benefit financially through the sale of grass seeds.

770 WOMEN ENTREPRENEURS

All the grass seed banks that have been established are owned, managed and maintained by women's groups. The women's groups have been trained how to grow, harvest and sell the grass seeds.

For the 16 new grass seed banks that were established last year, 355 new women were engaged from the communities. This brings the total number of women involved in the grass seed bank projects to 770—an increase of 85.5%!



544 BAGS OF GRASS SEEDS HARVESTED

A total of 5,443 kilograms of grass seeds were harvested in 2024 across the landscapes, compared to 2,305 kilograms last year. The grass seeds are sold at a rate of 600 Kenya shillings per kilogram. In total, the women received close to 3.2 million Kenyan shillings (nearly €22,000!) from the sale of grass seeds

VOICES

FROM THE FIELD

> *With the grass seedbank income, the group bought goats, paid for school fees and improved their houses. I was able to send my daughter to college. Without that income, after high school, she would have remained at home in the boma. Now she is in college in Nairobi, studying to become a nurse.*
>
> – Women's group member, Moilo Grass Seedbank, Kenya.

BOOSTING OTHER PROGRAMS

At Justdiggit, we believe that large-scale regreening is only possible through collaboration and knowledge-sharing. That's why we continue to boost the impact of our partners by leveraging our expertise in media, behaviour change communication (BCC), and grassroots engagement to enhance landscape restoration initiatives. We call these activities 'Boosting Other Programs'.

The Forests for Future (F4F) programme

In 2024, we successfully completed our support for the GIZ Forests for Future programme. This initiative – a collaborative effort with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH across Togo, Ethiopia, and Madagascar – significantly enhanced the visibility and impact of efforts to restore degraded forest landscapes, promoting sustainable land use and biodiversity conservation. By rolling out full-scale national and grassroots campaigns, tailoring messaging to each region's unique needs, we helped increase awareness and engagement in landscape restoration.

The Restore Africa programme

We supported the Restore Africa programme in Kenya through our partnership with the Global Evergreening Alliance. Together with World Vision Kenya, Self Help Africa, ICRAF, the Greenbelt Movement and Africa Harvest, we focused on strengthening rural communication around land restoration. In five counties, we facilitated co-creation and validation workshops with 339 local stakeholders, including farmers, community leaders, and county officials. These helped shape tailored community-informed communication strategies. These were followed by awareness campaigns, using storytelling and participatory methods to boost local understanding and involvement. The results so far: stronger restoration networks, increased trust, and rising community interest in sustainable land practices, promising strong long-term community ownership.

DIGITAL REGREENING

In 2024, the Kijani app was officially launched! Most of our efforts went to building the core of the platform: Kijani, a free app that teaches farmers practical methods to regreen their land, improve crop yields, and enhance resilience. A total of 9 courses were developed throughout 2024, including Treecovery, Zai Pits and Composting. We also focused on promoting the app, collecting user feedback and monitoring uptake and engagement.

Here are the most important highlights from our app promotion and engagement activities:

- The Kijani app debuted at Tanzania's Nane Nane festival in August 2024, showcasing it at the country's biggest farmers' event.
- We took Kijani on the road to farmer gatherings nationwide, teaming up with local partners to spread the word.
- National media gave us a boost: evening TV news (≈20 million viewers), UN and Tanzania Guardian coverage, billboards in Arusha and Dar es Salaam, plus radio spots on five stations reaching millions.
- A post-launch phone survey of Nane Nane visitors and WhatsApp chats with 152 users found 94 % still have the app and 70% have shared its content with other farmers.
- Our website saw 414,000 visits, with 17% of visitors clicking through to the Google Play Store.
- Weekly Thursday push notifications with new courses, testimonials, surveys, and reminders consistently drove spikes in user activity.

KIJANI APP IN NUMBERS

(February 2025):

9
courses developed

8,300
app downloads

96%
of users completed onboarding

46%
of users shared their GPS location to receive tailored advice

63%
of users opened the app two times or more (active users)

28,266 UNIQUE VISITORS ON OUR GREENER.LAND PLATFORM

Greener.land (https://greener.land/) is a free and easy-to-use online regreening tool. It provides NGOs, governments, other restoration practitioners and farmers with knowledge and information to help them regreen their lands.

In 2024, the Greener.Land website attracted 28,266 unique visitors from 193 countries, with the highest engagement from India (22%), the United States (17%) and Kenya (15%), highlighting its growing global impact.

We also expanded Greener.Land through the launch of a dedicated app, developed in collaboration with Nature^Squared, SamSamWater, and NovioQ. This tool helps agricultural organizations, NGOs, and governments choose the best regreening techniques for their landscapes. It builds on and broadens the resources already available on the refreshed Greener.Land website.

The app's development gained momentum during the Hackathon for Good, where we built a demo in just five days together with NovioQ, winning the competition! The first full version was launched at the Global Landscapes Forum in Kenya in September 2024. With features like location-based filtering, personalised accounts, and GreenGPT (an AI-powered assistant), the app makes regreening knowledge more accessible than ever.

Supporting farmers through SMS updates

Despite challenges with our previous SMS service provider, we remained committed to keeping our communities informed and motivated. Although we couldn't send weekly messages all year, we still reached 1,590 active subscribers with 39,750 messages. Looking ahead, we're excited to relaunch the service in 2025 with a new provider to ensure even greater impact!

AWARENESS CAMPAIGNS

Global & The Netherlands

Our global awareness campaigns are designed to promote nature-based solutions and inspire a worldwide movement of regreeners. Through powerful storytelling, strategic partnerships, and engaging events, we are bringing the message of regreening to millions—uniting people across the globe in the fight against climate change!

AWARENESS HIGHLIGHTS

1. **OUR TIKTOK RANKED #1 IN THE TIKTOK TOP 50 THE NETHERLANDS, AND OUR INSTAGRAM CLIMBED TO #12!**
2. A BRAND-NEW CAMPAIGN VISIBLE in The Netherlands, the UK, Germany and Belgium with a clear call to action so that everyone feels inspired to support our regreening efforts.
3. We launched Our World, an immersive online experience that takes users on a journey through the impact of land degradation and the power of regreening.
4. Our TV campaigns have maintained their impressive reach of approximately 11 million people! Jean Mineur Mediavision ensures our ongoing presence in cinemas nationwide and also our visibility on DOOH keeps expanding with several new partnerships in both The Netherlands and the UK.
5. Throughout the year, we expanded our reach by forming new partnerships and participating in key international events like COP, Sustainability Live, Blue Earth Summit and Climate Week.
6. Planet Wild, a global community for nature restoration, featured our work in Kenya in its 20th mission documentary. In just six months, the film got over over 1.4 million views on YouTube!
7. An increase of 15% newsletter subscribers in one year, to a total of 18.273 subscribers (Dutch, English, German and French together). The average opening rate is high: 46%. We also went to a monthly schedule!

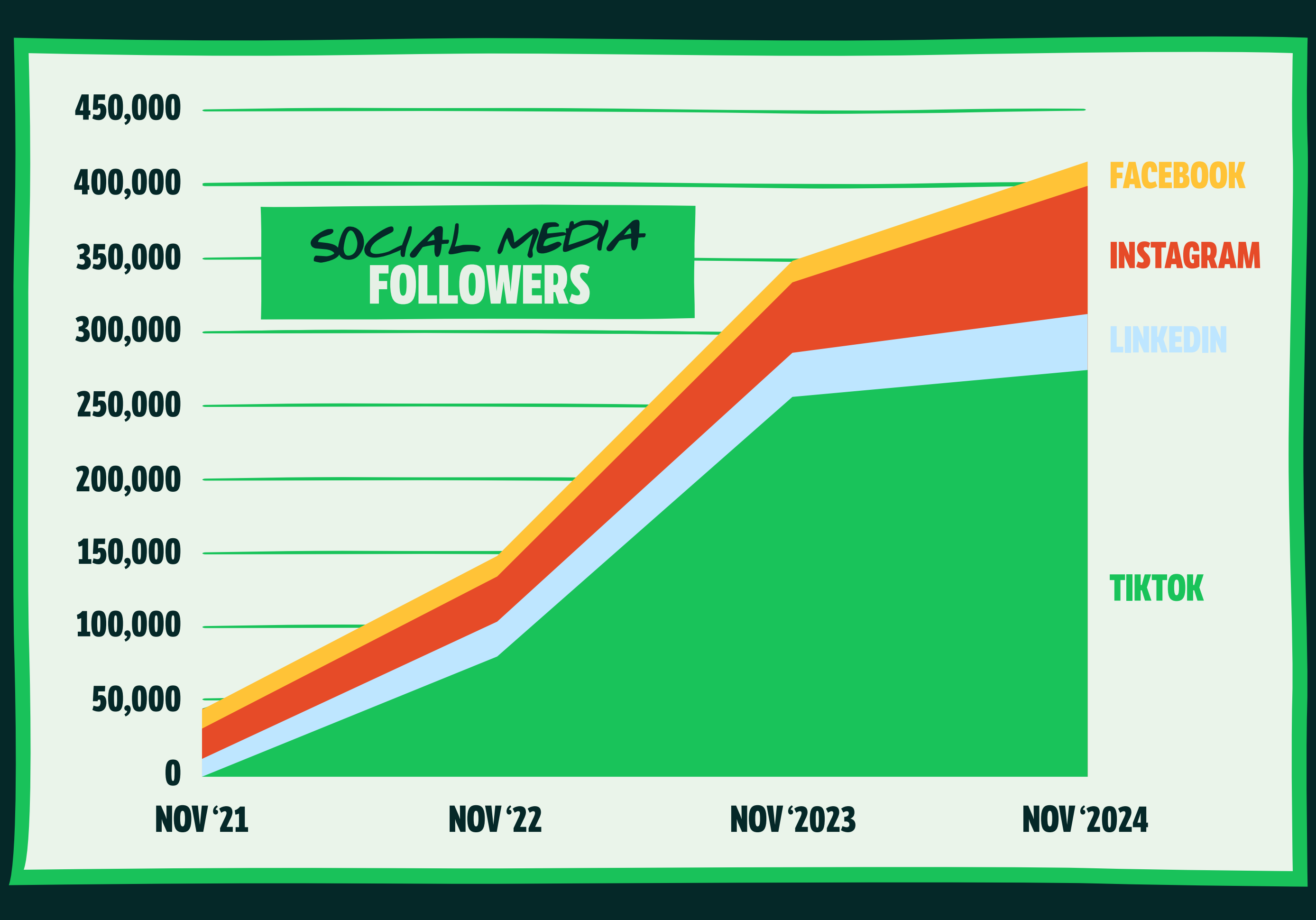
38K FOLLOWERS
ON LINKEDIN

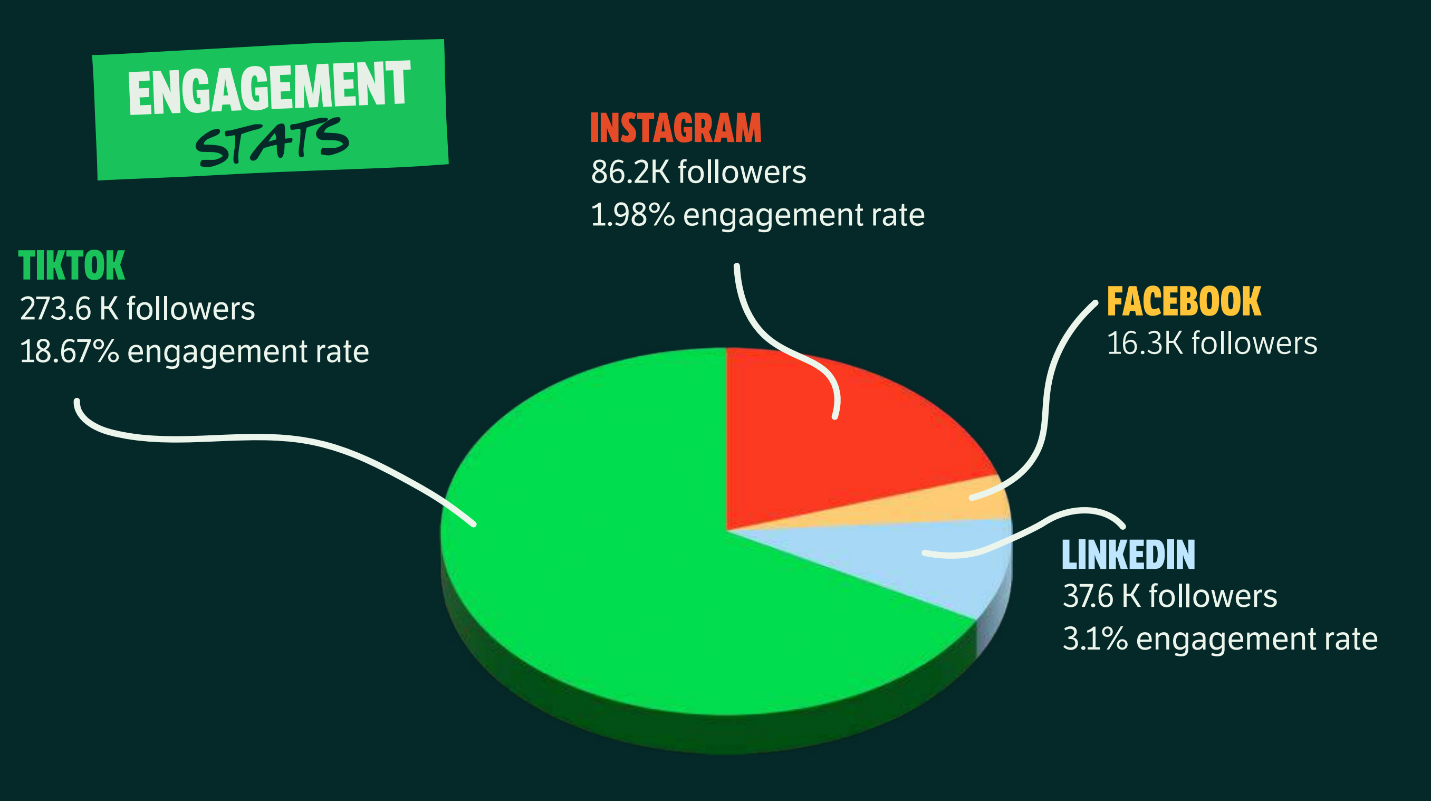
WE HAD
1,1 MILLION VIEWS
ON OUR END OF YEAR TIKTOK VIDEO

SOCIAL MEDIA IN NUMBERS

In 2024, after two years of rapid TikTok growth, we aimed to build followers across all platforms and succeeded. We climbed to #1 on the Dutch TikTok Top 50 and achieved our largest follower increases on Instagram and LinkedIn. We're proud to have sustained strong engagement rates while expanding our audience. Check out the graphs below and let the numbers tell the story!

#1
The Dutch TikTok Top 50





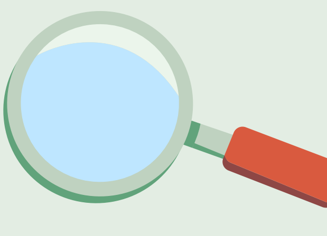
GRASSROOTS COMMUNICATION

Radio is an important communication tool for us. It allows us to directly reach farmers and pastoralists, inside and outside our project areas. Here is an overview of some of our adventures on the airwaves last year.

Kenya
We celebrated International Women's Day in Moilo, bringing together women from 18 grass seed banks. The event was broadcast live on four Maasai radio stations, as well as Citizen TV and KTN. Restoration stories also took to the airwaves through AET and SORALO, with multiple radio features, while the Safari Collection Footprint Trust put our semi-circular bunds in Westgate, Samburu in the spotlights. On the ground, peer-to-peer sessions enabled communities to share regreening knowledge, boosting confidence in grass seed banks and water harvesting, and strengthening local ownership.

Tanzania
In collaboration with LEAD Foundation, we organised 249 movie roadshows across Monduli, Babati, Dodoma, Singida, and Northern Tanzania. Of these, 200 took place in Dodoma and Singida, reaching 95,000 people, while 49 were held in the north, engaging another 12,250 attendees. Restoration also took on a visual form, with 46 vibrant murals painted in villages. Meanwhile, a 16-part radio campaign with Safina FM and Manyara FM under the HUSISHA/INCLUDE programme reached listeners across the country, inspiring action through Treecovery and other tree-restoration techniques.

Senegal
A month-long radio campaign shared the Karkaral (Treecovery) message throughout the region, complete with a catchy new jingle to grab attention. A blend of traditional and digital tools (including radio, animated videos, WhatsApp messages, and village meetings) worked together to raise awareness and inspire early adoption. This mix of outreach methods encouraged more farmers to try Karkaral for themselves, laying the groundwork for long-term regreening success.



PART II: HIGHLIGHTS FROM RESEARCH & INNOVATION

We believe in learning by doing and backing it up with solid evidence. That's why we work closely with research partners, test new ideas, and evaluate our impact. Curious about what we discovered? Here are the standout findings from our work last year!

Regreening Arusha Program Evaluation

In 2024, we evaluated the Regreening Arusha Program (2020–2024) in Tanzania's Monduli District, our first initiative in northern Tanzania with the LEAD Foundation. The programme combined Treecovery on farmland and rainwater harvesting bunds on communal rangelands.

The evaluation revealed that bunds were well-received, with farmers replicating them on private land after observing benefits on communal sites. However, overgrazing in some areas indicated a need for stronger community engagement. Treecovery showed steady adoption, with farmers protecting and increasing tree cover. Many reported reducing tree-cutting and instead pruning trees for firewood, providing a sustainable fuel source and reducing deforestation. While the programme has driven significant behavior change, there remains potential to increase tree density per household and expand Treecovery practices. These insights will inform our sustainability strategy and future programme designs.

Rangeland programs evaluation by MetaMeta

To strengthen our rangeland restoration strategy, we evaluated three key landscapes in southern Kenya. The study focused on lessons from the Green Future Farming (GFF) programme in OOGR and the South Rift (2019-2023, funded by the IKEA Foundation), as well as Justdiggit's longest-running landscape in Chyulu, where restoration began in 2015. The evaluation, conducted by MetaMeta between March and May 2024, aimed to assess impact, sustainability, and best practices for scaling. The results will help refine our rangeland restoration strategy and guide future project designs and sustainability planning.

Estimating the carbon stock in our Regreening Singida Program[1]

In October 2024, we expanded our partnership with Face the Future to assess the amount of carbon stored in our Treecovery programme in Central Tanzania, to our newest region: Singida. A team from Face the Future, supported by data collectors from our partner LEAD Foundation, visited 244 farms and institutions across 15 villages.

The field assessments revealed that actual tree counts might be three times higher than what was recorded in our monitoring system. As a result, the estimated carbon impact of the Singida programme may be more than double the initial projections. These results align with the 2022 Dodoma assessment. Moving forward, we will use the insights and recommendations from Face the Future to continue to refine our monitoring and assessment methods for carbon impact monitoring.

[1] Face the Future (2025) Carbon Monitoring Report - Justdiggit FMNR Program in Singida, Central Tanzania - November 2024

New Research Findings and Scientific Reports

Grass seed banks: A proven game-changer for women and communities

A recent study by a Kenyan master's student brought important findings: grass seed banks are making a big difference for women in Kenya.[2] The research showed that these seed banks have become truly transformative, boosting household incomes and building resilience.

However, land fragmentation is limiting the space available for establishing and maintaining grass seed banks, potentially restricting future expansion. Land fragmentation is mainly caused by the conversion of grassland to farming (land use change) and inheritance. The study recommends the development of a comprehensive land use plan that considers the needs and perspectives of women involved in grass seed banks, and the implementation of land consolidation programs.

The study also recommends implementing targeted capacity-building programmes to support women to take more active and independent roles in managing grass seed banks. Additionally, it highlights the necessity of developing policies that enhance women's access to land, resources, credit, and markets. These measures are essential to create supportive conditions for women's involvement in climate change adaptation initiatives, such as grass seed bank projects.

The standout finding with regards to livelihood benefits was the surge in income from grass seeds, reported by nearly all participating women. On top of that, hay production from the banks improved milk production and livestock health, leading to better nutrition and greater financial stability for families.

The study also highlighted how these projects build stronger communities, with women supporting each other socially and economically:

"Beyond economic and environmental benefits, the initiative has fostered a sense of community among the women, allowing them to share experiences and provide mutual support on various social issues. Overall, the grass seed banks initiative not only enhances agricultural productivity but also empowers women, contributing to their families' well-being and fostering a collaborative community spirit."

A clear sign that grassroots restoration can uplift both people and the planet!

Reference:
[2] Maina Wakonyo, D. (2025), Effects of Land Fragmentation on Grass Seedbanks Adaptation Intervention Among Women in Kuku Ward, Kajiado County, Kenya. - Unpublished Master's thesis, Master of Environmental Studies (Climate Change and Sustainability), Kenyatta University.

Bunds improve soil and water balance in Chyulu

A recent study by a Kenyan master's student in the Chyulu landscape (Kajiado county) has provided compelling evidence of the positive impact of bunds on soil and water dynamics.[3] The research indicates that bunded areas exhibit reduced soil compaction and increased water infiltration. Older bunds show the most pronounced improvements, with higher soil moisture levels compared to non-bunded plots.

These findings underscore the role of bunds in not only preventing runoff and erosion but also in enhancing soil conditions essential for vegetation growth. When combined with effective grazing management, bunds can significantly contribute to land restoration efforts.

Reference:
[3] Cheruiyot, C. (2025) Effects of soil bunds age on selected soil physical properties, Unpublished manuscript, Department of Agricultural Engineering, Egerton University

Field research by two Wageningen University students in Tanzania[4]

In November and December 2024, two MSc students from Wageningen University conducted field research in the Dodoma region of central Tanzania. Their study focused on the maintenance of fanya juu & fanya chini—trenches designed for rainwater harvesting on farmland. These techniques play a key role in our regreening programme in the region. One of the reports was finalised and will soon be available in the Wageningen University Library.

The outcomes of this research will help us understand barriers to adopting the techniques, as well as maximising their effect on landscape restoration. In summary, the research found that farmers are very motivated and committed to maintaining their trenches well, but that the lack of tools and financial resources form barriers for some of them. The report also highlighted some knowledge gaps among farmers, which we will further look into and tackle in future programs.

The research also shed light on perceived benefits. Improved yield, reduced soil erosion and increased soil moisture were mentioned as benefits of the trenches. Farmers adopting fanyaas reported an average increase in yield of 250%. There was a large range in the reported yield increase and different perceptions on the yield development over time. We are interested in digging deeper into the yield effects of fanyas in future studies.

[4] Kuenen, N. (2025) Exploring Facilitators, Barriers and Strategies to Maintaining Fanya Juu and Fanya Chini. - MSc Thesis Earth Systems and Global Change, University of Wageningen

LOOKING AHEAD
SCALING UP FOR A GREENER FUTURE

In 2024, our regreening efforts blossomed across Sub-Saharan Africa. In Tanzania, thousands of farmers embraced tree restoration, enhancing resilience against drought. The tree cover continues to expand steadily, both on existing and new farms.

Our pilot programme in Senegal took root, with the first 100,000 trees beginning to regreen the landscape. Kenya also joined the tree restoration movement, launching its first Treecovery project to restore trees in degraded areas.

Communities in Kenya and Northern Tanzania came together to dig over 200,000 bunds, bringing vast areas of land under restoration. The number of grass seed bank projects nearly doubled, growing from 20 to 36, with 355 new women participating. We also established our first grass seed bank enterprise and a central storage facility.

The launch of the Kijani app in Tanzania marked a significant step in accelerating our impact. Through TV, radio, and digital campaigns, we reached over 30 million people. Thousands have downloaded the app, learning regreening techniques, and user feedback has been positive.

But we cannot do this alone. Regreening is not just a project, but a global movement. Whether you are a farmer, a (tech) innovator, a potential partner, a community leader, or simply someone who cares about the planet, this regreening movement is for you. Together, we can turn the tide of desertification, restore ecosystems, and create a more sustainable future. Join us on this journey, and let's make an impact, together!

OF COURSE, WE CANNOT CREATE, MONITOR AND EVALUATE THIS IMPACT ALONE!

THESE PARTNERS ARE DIRECTLY DRIVING IMPACT ON THE GROUND:

Amboseli Ecosystem Trust
ADS Eastern Secure Livelihoods
Big Life Foundation
Conservation International
Jig-Jam
giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Maasai Wilderness Conservation Trust
Mviwaarusha
Mviwama
NRT
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Pastoral Women's Council
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Self Help Africa
SORALO South Rift Association of Land Owners
the green belt movement
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JUSTDIGGIT
COOLING DOWN THE PLANET